

WHEREAS, the average American child spends more than 44 hours per week using screen media; and

WHEREAS, research continues to mount regarding the effects of screen media on literacy, family life, health, community involvement and antisocial behaviors such as aggression and substance abuse; and

WHEREAS, the *Tune In To Kids Fair* celebrates life and learning beyond the screen; and

WHEREAS, the *Tune In To Kids Fair* at Idlewild Park on April 14th will feature activities and entertainment for kids and families in the areas of reading, science and math, arts and culture, health and fitness, hobbies and recreation and positive use of media to encourage Reno residents to live a real life, not a virtual life; and

WHEREAS, *Tune In To Kids* has partnered with the Washoe County School District and the City of Reno Parks, Recreation and Community Services, Neighborhood Advisory Boards for Wards 1, 2 South and 2 Central, 4 Northeast and 4 North Valleys and Ward 5 Northwest, along with over forty other businesses and community organizations to promote positive family involvement and the use media in positive, fun and interactive ways; and

WHEREAS, the entire Reno community is invited to celebrate the *Tune In To Kids Fair* and organizational goals.

NOW, THEREFORE, I, Robert A. Cashell, Sr., Mayor of the City of Reno, Nevada, do hereby proclaim

Saturday, April 14, 2007, as a day to honor

TUNE IN TO KIDS

In and for the City of Reno, Nevada, and encourage all citizens to
congratulate Jody Ruggiero on the realization of a vision and wish
Tune In To Kids the best of luck with this outstanding event in Reno.

IN WITNESS WHEREOF, I have set my hand
and caused the Seal of the City of Reno, Nevada,
to be affixed this eleventh day of April 2007.

Robert A. Cashell, Sr., Mayor
City of Reno

ATTEST:

Lynnette Jones, Clerk
City of Reno